

**Executive Summary**  
**Self-Assessment Report (SAR) of Program MS Business Administration**  
**Directorate of Quality Enhancement (DQE)**  
**Virtual University of Pakistan**

Virtual University of Pakistan was established in 2002 with the aim to provide extremely affordable world class education to aspiring students all over the country regardless of their physical location by alleviating the lack of capacity in the existing universities while simultaneously tackling the acute shortage of qualified professors in the country using free-to-air satellite television broadcasts and the Internet. To pursue this aim, the department of Management Sciences is designated to initiate and implement Self-Assessment process defined by Quality Assurance Agency (QAA) of HEC. The current document summarizes the findings of self-assessment process of Master of Business Administration program.

The department is committed to produce graduates who can lead organizations towards success and prosperity in the global marketplace. The department follows its vision in all of its courses and areas of specialization offered at both Masters and Bachelors levels. The department feels satisfied upon completion of the following list of tasks:

1. Development of **Self-Assessment Report (SAR)** by Program Team (PT) for MS Business Administration program
2. Conduct of critical review and submission of **Assessment Report (AR)** by Assessment Team (AT) for MS Business Administration program
3. Development of **Rectification Plan** by Head of Department

The tasks were completed according to the set methodology through Program and Assessment Teams nominated by the Rector upon recommendation of the Department.

### **Methodology**

The following methodology was adopted to complete the whole SAR cycle:

1. A PT was nominated for the program. Initial orientation and training sessions for all the members were arranged by DQE. The composition of PT is given in Table 1:

**Table 1: Program Team**

<b>Sr.#</b>	<b>Name</b>	<b>Designation</b>
1.	Dr. Syed Salman Hassan	Assistant Professor Management Science
2.	Ms. Mariam Tanweer	Lecturer Management Science
3.	Mr. Usman Riaz Mir	Lecturer Management Science

2. All the relevant material such as SAR manual, survey forms, etc. was provided to PT.

3. Continuous support, guidance and feedback were provided to PT members for preparing SAR for the said program.
4. After completion and submission of the final SAR by PT, an AT was formed by the Rector upon recommendation of the Department. Accordingly, a Subject Specialist from other institution was also included. The composition of AT is given below in Table 2:

**Table 2: Assessment Team**

Sr.#	Name	Designation
1.	Dr. Aisha Azhar	Assistant Professor, Director, MS/PhD Program, Business School, University of Central Punjab, Lahore.
2.	Mr. Ahsan Masood	Assistant Professor, Accounting & Finance, VU
3.	Mr. Muhammad Shahbaz Yaqub	Assistant Professor, Accounting & Finance, VU

5. The SAR developed by PT was forwarded to AT for critical review.
6. After completion of critical review and assessment of the SAR, AT members visited the department and had a meeting with PT.
7. After the visit, AT submitted a report and feedback form (Rubric Form) to DQE.
8. DQE forwarded the observations & findings of AT report to the Head of Department for developing a rectification plan.
9. DQE will now monitor implementation of Rectification Plan.

### **Parameters for the SAR:**

The SAR is prepared on the following eight (8) criteria prescribed by HEC:

- Criterion 1: Program Mission, Objectives and Outcomes
- Criterion 2: Curriculum Design and Organization
- Criterion 3: Laboratory and Computing Facility
- Criterion 4: Student Support and Advising
- Criterion 5: Process Control
- Criterion 6: Faculty
- Criterion 7: Institutional Facilities
- Criterion 8: Institutional Support

### **Key Findings of the SAR:**

Following is a summary of the key SAR findings:

#### **Academic Observations:**

1. The mission statements of the department and the program need to be aligned with each other and with vision and mission of the University.

2. The program does not offer any progressive curriculum designed to teach business management and research skills.
3. New courses in the following domains should be developed and offered as specializations:
  - Marketing, management
  - Supply chain management
  - Information technology
  - Public administration
  - Accounting, and finance
  - Banking and Islamic finance/banking
4. Latest research software particularly E-Views, STATA, Nvivo and SPSS should be purchased and made available to the faculty members.

**Administrative Observations:**

1. Arrangements should be made for external trainings to the faculty members involved in MSBA courses.
2. Face-to-face sessions are not arranged for MSBA
3. The faculty members do not allocate adequate time for research to remain current in their disciplines.
4. The University should hire Ph.D. degree holders as faculty.

**Conclusion and Recommendations**

Analysis of Criteria Referenced Self-Assessment reveals that performance of the department is satisfactory. It is reflected by overall moderate assessment score (62/100) reported by AT. The performance of the department is fair in some of the areas such as criterion # 2 (Curriculum design and organization), criterion # 4 (Student support and advising), criterion # 6 (Faculty), and criterion # 8 (Institutional support) while it is good in other areas such as criterion # 1 (Program mission, objectives and outcomes), criterion # 3 (Laboratories and computing facilities), criterion # 5 (Process control), and criterion # 7 (Institutional facilities).

AT has identified some of the areas that need corrective actions. These include mission statements of the department and the program, learning objectives/outcomes, non-availability of enough Ph.D. faculty members, least time for research and inadequate number of high quality graduate students, teaching assistants and Ph.D. students

Based on the findings of AT, a rectification plan has been developed and shared with Head of respective Department for rectification in the specific areas. DQE will follow up the implementation plan periodically to track continuous improvement.

**Prepared by:**

---

Irfana Aslam Ghouri  
Manager, QA

**Reviewed by:**

---

Rizwan Saleem Sandhu  
Deputy Director, DQE

Director, DQE: \_\_\_\_\_

The Rector: \_\_\_\_\_